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Digest

THIRTY-THIRD YEAR OF

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EAGLE-LION SINGS "ALLAH BE PRAISED"

AS long as your editor can remember, as far back as the Dawn of Romance, the name of the Aga Khan has been as an Aladdin's Lamp, from which a vapor arose, giving form to a genie who could lead one to overflowing chests of rubies, sapphires, pearls, diamonds, the world's precious stones, and overflowing chests of gold coins.

Who has not heard of the Aga Khan? Who has not heard of the ritual of the weighing, which must have given rise to the phrase, "Worth his weight in gold."

Fame Becomes World-Wide

J. Arthur Rank, prior to his entry into motion pictures, was probably just as much "in the dough", being in the flour milling industry, as he is today, but who among the masses on the American Continent was interested in J. Arthur Rank? How many of us had heard of him?

When J. Arthur Rank began to acquire theatre circuits, when he financed million-dollar motion pictures, when he began building million-dollar theatres, his name became of world-wide renown. Granted he had million-dollar interests, this million-dollar conversation was not an unfamiliar language to a public interested in motion pictures, or to those who were associated with the Industry of motion pictures, and millionaires did not overawe us with their importance.

When the dollar question became an acute one, when the financial and economic situation in Great Britain became critical, some of us began to wonder where J. Arthur Rank was going to get his millions for the expansion programme he had announced.

There were many rumours that J. Arthur Rank's film empire might collapse.

Some, like the U.S. presidential cam-

paign experts, tabulated picture losses against costs, including distribution and exhibition.

Failure Predicted

Some, like the U.S. presidential experts, on both sides of the Atlantic, summarized the period of time in which the J. Arthur Rank Enterprises could continue, in a prosperity era, a depression era, or a possible war. The computation was methodical, it had about it a rigidity of calculation, and more were inclined to shake their heads from side to side, than up and down.

Now comes the story of the fabulous, legendary, but very much alive Aga Khan, and his association with motion pictures through Eagle-Lion.

Deal for European Rights

It is reported that the Aga Khan, one of the three richest men in the world, still very close to Great Britain, is, through his representative, A. Zapelli, now in the U.S., entering into a joint distribution-production plan in six European countries, involving franchise rights to Eagle-Lion Pictures for France, Spain, Italy, Switzerland, Germany and Austria.

Pictures are to be handled on a percentage basis and since there are restrictions in some of the countries involved on cash remittances, provision is being made for production in these countries. Representing Eagle-Lion in the negotiations is the New York president of Eagle-Lion, Arthur Krim and Robert Benjamin, attorney for Robert R. Young, who has the controlling shares in the parent company—Pathé Industries.

The Aga Khan was brought into the picture through the J. Arthur Rank Interests, which have a reciprocal distribution tie-up with Eagle-Lion.

Foreign Pictures Deal

While we are talking of millionaires



J. ARTHUR RANK

in our motion picture Industry and almost legendary personalities, it might be of interest to mention that Anthony Mosco, President of Minerva Films, with production and distribution companies in Italy, France, Spain, Portugal, etc., and who is now in New York, entered into a franchise agreement with Alliance Films Limited of Canada, whereby Alliance Films secures for distribution in Canada all the pictures of Minerva Films, both in Italian, in French and those which are to be remade in English. The first of the Minerva Films to be released in Canada will be the French version of "Before Him All Rome Trembled", "La Vie Recommence", with Alida Valli; French and Italian, the opera "Rigoletto"; Italian, English and French titles, "The Iron Crown"; Italian and French, "I Live As I Please" with Tagliavini. Others will be announced.

Homer said, "From little things, great things arise." Homer was a great philosopher, his wisdom came from within, and not, like the election poll forecasters, from without.

Every major company has at one time been a minor, and history has shown that a minor *can* win an election from a major candidate. At your service, "Allah Be Praised!"

—THE EDITOR.

Maritime News

By A. L. FAIRWEATHER

THE manager of the Vogue and Imperial Theatres at Sackville, N.B., is D. F. Murphy and your correspondent, paying a visit to Sackville, found a manager filled with new ideas and all sorts of plans for exploitation. The Vogue is a comparatively new theatre owned by the Malcolm Walker Company which has operated the Imperial for many years in this College town. Mr. Murphy was formerly staff Superintendent for Famous Players at Halifax and won the Famous Players Grand Prize for selling Christmas tickets for three years and second prize for two years. The Old Imperial is open week ends and for special occasions. At this writing the Roy Little cowboy show was advertised there.

Assisting her husband in the box office is the charming Mrs. Murphy, who takes a great interest in her husband's business and success. They have only been in Sackville about a year and a half but like the place and are making themselves into real citizens.

* * *

A stunt which brought publicity and much amusement was used prior to the showing of "The Egg and I" when a cage with a hen in it was placed in the lobby with a caption stating "I'm trying to lay an egg so that I can see 'The Egg and I'". When the actual date of the picture rolled around, the hen apparently had accomplished her purpose for there in the nest was an egg! For "Duel in the Sun", in advance of the showing, a huge yellow disc descended with the stage curtain which was followed by the trailer. For "Smash-up", Murphy sold nearly a page of tie-up ads in the local newspaper — "Don't Smash Up Your Car but see 'Smash-Up' at the Vogue Theatre."

This energetic manager also issues a theatre calendar every month containing advertising from local merchants as well as the theatres' coming attractions.

* * *

Mr. Murphy is strong on co-operation with Mount Allison University, whose authorities are notified of especially valuable films for educational purposes as well as good entertainment. Musical societies and patriotic organizations are kept advised about features or shorts of interest to them. The theatre was given for a Hospital Aid benefit and the I.O.D.E. sponsored a showing of Nicholas Nickleby.

"I read The Digest with great interest," Mr. Murphy said. From now on your correspondent feels you will hear more of this active and clever manager of the Vogue and Imperial (Malcolm Walker Theatres), at Sackville, N.B.



THEATRE CONFECTIONS REPRESENTATIVES AT THE FAMOUS PLAYERS MEET

Left to right: Kevin Fitzgibbons, Vancouver Branch Manager; Jack Fitzgibbons, General Manager; Loyal Haight, Confections Director, Paramount Theatres Service Corp; Neil Troy, Montreal Branch Manager; Jim Tate, Eastern Ontario Supervisor.



MANUFACTURERS' REPRESENTATIVES WHO PUT ON CONFECTIONS DISPLAY

FIRST ROW, left to right—Eric Bruce, Planters Nut & Chocolate Company; Norm Brandon, Wm. Wrigley Jr. Co. Ltd.; Mr. Wares, Wares Syrups, Hamilton; C. Scane, Wm. Wrigley Jr. Co. Ltd.; Mrs. Manning, Arnett Company, Winnipeg; Frank Sullivan, Canadian Chewing Gum; Fred Morrison, Planters Nut & Chocolate Company Limited; Bud Cato, Liquid Carbonic Can. Corp.; Russ Hunt, Kerr Brothers.

SECOND ROW — Bernie Lapointe, Borden Company Limited; A. Cronk, Silverwoods Dairies Limited; Jack Carter, Liquid Carbonic Can. Corp.; Al Morrison, Planters Nut & Chocolate Company Ltd.; R. Peat, Silverwoods Dairies Limited; Harry Manning, Arnett Company; A. Wearing, Wm. Wrigley Jr. Co. Ltd.

THIRD ROW — Garth Ruiter, Borden Company Limited; Fred Thomson, National Licorice Company; Vic Gallow, Walter M. Lowney Company; Morton Fields, Mills Distributors; Al Maddox, Wm. Neilson Company; Muni Ladge, Pronto Popcorn Sales, Boston; Frank Streat, Super-Puff Popcorn Company.

Double Features Lose Ground Receipts Up—Attendance Down

Though it's not by any means extinct, the double movie feature is on the decline in Canada.

That's one of the bits of information presented in the Bureau of Statistics' annual survey of the Canadian movie trade, which shows that last year the bargain bill made up 53 per cent of performances against 57 in 1946 and 59 the year before.

Some other points in the report:

A record \$78,684,000 was shoved through the box offices, 5 per cent up from 1946. Of the total, \$15,819,000 went to governments in amusement tax.

Record Take

The take was a record \$6.30 for every man, woman and child in Canada. This was 15 cents up from 1946.

Despite the higher receipts, attendance declined from 227,538,000 in 1946 to 220,857,000 last year.

The average admission price in 1947 (exclusive of tax) was 28.5 cents, compared with 26.3 the year before.

Theatres had increased receipts in all provinces except Nova Scotia, where

the 1947 take was down 10 per cent from 1946. Biggest gain was Prince Edward Island's 14 per cent.

Only P.E.I. and Quebec showed increased attendance.

Of Canada's 1,693 theatres, 893 were owned individually, rather than in chains. These got 18 per cent of receipts.

Drive-Ins Get \$316,000

Six drive-in theatres — five in Ontario and one in British Columbia — had gross receipts of \$316,000. They were attended by 637,000 persons.

Five "legitimate" theatres — whose main source of revenue was stage performances — grossed \$1,214,000 from 702,611 patrons. This was down from 1946.

The 1,693 theatres operated during the year had a combined seating capacity of 834,360. This compared with 1,477 theatres and 758,642 seats in 1946.

Last year, 27 theatres closed their doors, 233 new ones came into operation and 10 others were reopened.

RAY PRESENTS



whose beauty through the years remained the same, and doubled with this picture, "The Last Days of Pompeii". Business is outgassing some of the big new ones.

Two questions appear to be puzzling Broadwayites, one is the result of the presidential election (you should make what the bettors on Dewey lost) and the other puzzler is the success of "Hamlet".

In connection with the first question, the result is not nearly as much a surprise, as the miscalculations, or deduction arrived at by three major poll analysts.

THE poll analysts, Crossley Inc., Roper Inc., and the American Institute of Public Opinion (Mr. Gallup), were not alone in their miscalculation, for editors, radio specialists of public opinion, all gave the presidential victory to Governor Dewey.

One paper, the Herald Tribune, went so far as to publish an edition with a front-page headline as large as a Broadway letter sign, reading "DEWEY ELECTED AS PRESIDENT".

Years ago, when *The Literary Digest* made the same mistake in a presidential election forecast, selecting the losing presidential candidate as winner, the publisher subsequently ceased to publish.

It would be interesting if we could determine how so many alleged experts lost their way.

Experts always say "Figures Do Not Lie", but in an election, the only figures which add up to a majority are the figures which represent the votes cast on Election Day.

VOTING is in a way similar to betting on a horse-race, in which thousands of people make up their mind to bet on a certain horse, and change their mind when they come to place their bets.

It is quite likely that thousands of voters, carried away during the electioneering campaign, had their minds made up on the candidate for whom they were going to vote, but before they cast their ballots they made a switch.

It is possible, that one can sell himself an idea and believe it is the popular idea; that one can be so carried away by his own wishful thinking, that he forgets that the idea germinated within himself, and has no relation to other people.

NOT always do questioners receive the right answer to their query, "How are you going to vote?" Such a question is very apt to make a normally guileless person suddenly be on his, or her guard, and prompts a wrong reply.

The representatives of the three major polling organizations whose forecasts went so far astray

stated that they would, "release full technical data for statistical evaluation of their results," when they finish their analyses of the polls.

Elmo Roper of Roper Inc., said "There are three factors in a poll, the statistical, the psychological and the judgment factor, my guess is that the error is more in the psychological than in the statistical field."

BEFORE there were any Institutes of Public Opinion and polls to determine who would be elected, the candidates, who had a band of workers go through a riding thoroughly canvassing it by knocking upon the doors of the voters, could ascertain how many voters were certain, how many in that riding were negative, and how many might possibly be won over.

Such a poll result was obtained by men and women who were nothing else but good vote-getters for their candidates. Their understanding of psychology was limited to effective giving where such giving secured votes. They were not averse to wiping a child's nose, or promising all of the fourteen children in a family, a good job.

NO one knows what any human being might do under certain circumstances. We do not know what we ourselves might do in an emergency. That is why quite frequently, and not as a freak of nature, we read of some man jumping into a lake or a river while fully-clothed, forgetting that he is unable to swim, intent only on a rescue.

No matter how much the poll experts explain away their error, regardless of mountains of statistical data, the public will not regain its faith in such polls.

One can count noses, but how those noses react to an odour is a different story, for such reaction involves an intangible sense, and no man can take a poll of intangibles.

PRESIDENT TRUMAN stands for that quality in the American people which is a common trait. He can put on overalls literally and figuratively speaking, if the occasion call for overalls. He fought as long as there was a chance to win and there was any fight left in him.

The American impulse may create an underdog, but it is quite likely to feel sorry for the underdog it has created, and fight for him.

Not as an expert but just as an ordinary observer, I sense that herein may be the answer to President Truman's victory. Incidentally, we were all being a little lopsided on Statistical Reports, Scientific Deductions, Opinionated Experts, and the Big Wrong Predictions. The result of the presidential election in the U.S. may bring us back to the old-fashioned custom of using our own common sense.



CHRISTMAS IS COMING!

Toronto and District

By BILL PRESS

No Video For Famous Players CBC Reserves Decision

THE plans of Famous Players Canadian Corp. for television entertainment went with the wind when the C.B.C. gave indefinite postponement to the circuit's application for a TV license, other requests for telecasting rights also being shelved until further notice. The C.B.C. report said that Famous Players' plans showed the most promise.

The postponement appears to be permanent because of the obvious intention to make a government monopoly of television. A hint of policy was contained in the statement of Chairman Davidson Dunton of the C.B.C. when he pointed to the possibility of selling television program time to private enterprise. Receiving sets would pay a fee, possibly of \$10 per year for household receivers with a much higher license charge for TV sets in public places. In other words, the CBC will collect in every way possible when it launches television exclusively several years hence.

There is a rumour going the rounds that the Oakes Drive-In chain is in process of changing hands. W. B. Herman, the legal representative of the chain, called by The Digest, said he had no statement to make, and added "and you may quote me."

"Mom and Dad", Hygienic Productions sex film with lecturer and nurse, moves into the new Odeon pair at Fort William and Port Arthur, starting at Fort William on November 22nd for five days, then into Port Arthur for a week. George Altman, Hygienic's Canadian representative, planed to Fort William Thursday to set up the publicity and exploitation campaigns in the two cities.

James R. "Jimmy" Grainger, executive vice-president in charge of sales and distribution for Republic Pictures in the U.S., was in Toronto for a couple of days last week in connection with the current sales drive the company is having in his honour.

Demarest Repeats In New Jolson Film

William Demarest has been borrowed from Paramount to repeat his memorable role as Steve Martin, Al Jolson's manager, in "Jolson Sings Again", Columbia's Technicolor sequel to "The Jolson Story". The picture, starring Larry Parks as Jolson, went before the cameras November 1, with Sidney Buchanan producing. Demarest recently completed a leading role in "Night Has a Thousand Eyes", on his home lot.

Invited guests attended the opening last Sunday of Canada's first theatre restaurant in the Odeon-Toronto when they enjoyed a buffet supper after viewing a special screening of "Red Shoes" at 3 p.m. The cafe was put into operation almost two months after the theatre opening. The caterer is Walfoods Limited.

* * *

In the midst of power blackouts and promises of more restrictions, the managers from throughout Ontario attended the annual Toronto convention of 20th Century Theatres to discuss the season's plans and policies.

* * *

"Hamlet" started the eighth week on Nov. 8 of its Montreal premiere at the Kent Theatre and continued its third week at the Glebe in Ottawa. It is currently opening at the Kent in Windsor, Ont., and is scheduled to follow Nov. 22 at the Hyland in Toronto.

* * *

The Empire Theatre, Windsor, has re-opened with a newly-equipped projection room, including several new safeguards, following the destructive fire which destroyed many reels of films as well as the projectors but did not spread beyond the walls of the booth. Chairman O. J. Silverthorne made a special trip to Windsor to check with Manager Edward Lamoureux regarding the blaze which broke out during a performance.

* * *

Al Bollington will be concluding his engagement as guest-organist at the Odeon-Toronto early in December when his temporary permit of the Toronto Musicians Union is scheduled to expire. There is a possibility his permit may be extended, otherwise he will return to England.

FOR SALE THEATRE CHAIRS

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WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.

Joe Dimaggio, batting and fielding star of the New York Yankees, was a guest of Arthur Gottlieb, Toronto film impressario, at the latter's sumptuous hunting lodge in the Laurentian hinterland of Quebec.

* * *

The Granada Theatre, St. Thomas, played a three-day run of "Sins of the Fathers" with segregated audiences. Business was reported considerable. . . The Mountain Theatre at Hamilton has been closed indefinitely for alterations. The Canadian Drive-In on the Merrittville Highway, near St. Catharines, has closed down for the winter, as has the Britannia Drive-In in the Ottawa Valley.

* * *

The spook show, "Chasm of Spasms", played midnight stage performances for one engagement at the new Odeon Theatre, London, and the Palace Theatre, St. Catharines. In Toronto, the Christie and Grant Theatres have been presenting stage programs in addition to films. . . "Rope" was the unannounced attraction for a First-Nighter's Preview at the Capitol in North Toronto prior to its engagement at the downtown Imperial Theatre for a regular run. The previews are given every Thursday night at the Capitol, the general admission being 55c.

* * *

Ruby English, cashier at the York Theatre, Yonge and Bloor Streets, had a taste of excitement when a robber thrust his arm through the wicket to grab \$20 in bills from the counter. He promptly disappeared. . . The Centre Theatre, London, had a four-weeks' run of "The Fuller Brush Man". . . The Drive-Ins at Toronto had give-away nights for men when the male patrons received tubes of shaving cream — without a service charge. . . Mr. and Mrs. Sam Fingold returned last week from a week's holidays in New York's Catskill Mountains. This is Sam's second holiday in the years he's been in the industry.

Lionel Lester New Head Of National Booking

It couldn't happen to a nicer guy — or a better man. Effective Monday, Lionel Lester leaves his sales berth at 20th-Fox after a twenty-one year association with that company, and takes over the management of National Booking Company.

Like many another prominent name in the industry, Lionel started as a lad by being an usher — at the King Theatre, which still stands on College Street at Manning. He sampled all the different jobs in exhibition, serving as doorman, assistant projectionist, and jack-of-all-trades.

In 1927, young Lionel made the big move into distribution, right into the poster department at Fox. After two years of that he was promoted to the post of assistant booker, under Jimmy Powis, where he got his grounding in strategy, the basis for success in the industry.

Four years later, when the chance came, Lionel was ready, and he became a salesman for 20th-Fox, travelling Ontario, where he became known and liked by every exhibitor in the province. In his years as a salesman with the company, Lionel has consistently walked away with prizes and honours in the various campaigns and drives. Last winter, in an 18-week sales drive, he copped top honours as the number one salesman for 20th-Fox throughout the United States and Canada.

Monday he assumes new responsibilities, and a chance to win new laurels. The best wishes of The Digest and the whole industry go with Lionel Lester in his new position.

Magnani Gets \$70,000 Top Italian Wage

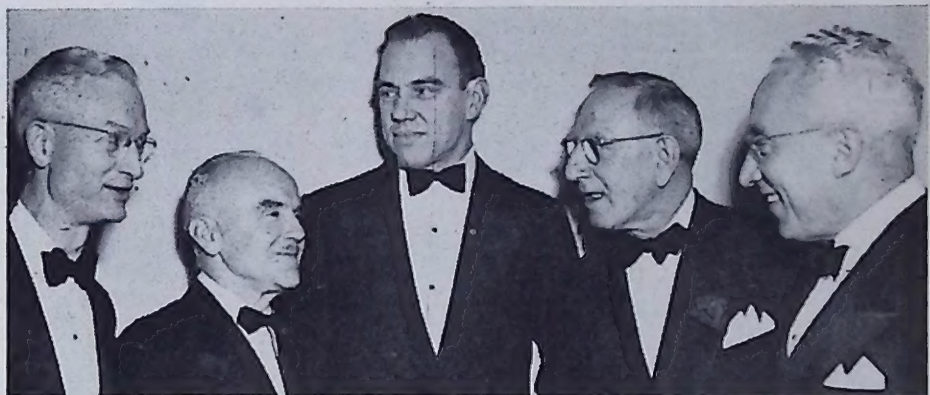
Anna Magnani, star of both "Open City" and "Paisan", has signed a one-picture deal with Roberto Rossellini which will give her the most money ever paid an Italian performer for appearing in an Italian-language film. Star is being paid \$70,000 (in lira) for the stint.



WINNERS OF THE CANADIAN "T-MEN" CAMPAIGN CONTEST ANNOUNCED

Judges of the Canadian "T-Men" Campaign Contest, conducted by International Film Distributors to promote the Edward Small-Eagle Lion (Hollywood) release, named Ivan Ackery, manager of the Orpheum, Vancouver, winner of the first prize of \$250.00. Second prize of \$150.00 went to Ernie Warren of the Elgin, Ottawa, and third prize of \$100.00 was awarded to Ed. Lamoureux of the Empire, Windsor. Special \$25.00 cash prizes went to Otis Bowes of the Orpheum, Moose Jaw, and Everett Ethridge of the Empress, Edmonton, who received honourable mention.

Seen above from left to right are: Irving Herman, ad-publicity director for International; Hye Bossin, editor, Canadian Film Weekly; Ray Lewis, editor, Canadian Moving Picture Digest; David Griesdorf, president and general manager of International Film Distributors; and Jim Nairn, Famous Players director of advertising and publicity. Griesdorf and Herman acted as hosts to the three judges.



MEN WHO WILL HEAD SMPTE THROUGH THE COMING YEAR

New officers of the Society of Motion Picture Engineers, elected at the society's 64th semi-annual convention at the Hotel Statler in Washington, D.C., October 25-29. Left to right: Clyde R. Keith, of Western Electric, Editorial Vice-President; Earl I. Sponable of 20th Century-Fox, President; Robert M. Corbin, of Eastman Kodak, Secretary; William C. Kunzmann, of National Carbon, Convention Vice-President; and Peter Mole, of Mole-Richardson, Executive Vice-President. They will take office next January 1st.

Night Blackouts a Blow To Small Exhibitors

On Monday, Nov. 8th, Toronto started its series of night power cut-offs, planned to start at 7 p.m. and go through to 7.45 p.m. Most theatres in the city that do not have any auxiliary power source advertised previously that doors would open around 7.20 p.m. and that shows would start at 7.45.

When the cut came, it only lasted 30 minutes the first night, but played havoc with attendances. Executives of chains having houses in Toronto quoted estimated loss in Monday's receipts all the way from 20% to 50%. One chain manager expressed the hope that movie goers might adjust their movie going habits to take in later shows, and that would help out a little.

The loss in revenue was considerably over the profit margin, and, for those houses which are not in a position to get independent power plants, would seem to indicate closing down indefinitely.

However, the Hydro situation seems to change every few days, and it seems quite possible that some other solution, such as complete shut down of industries one day a week, or switching certain industries to Saturday and Sunday work, with two days off during the week, may change the picture in the next few days.

Theatre executives and owners meanwhile are keeping their fingers crossed and hoping that the projected 7 to 10 blackout mentioned by Mayor McCallum last week doesn't materialize.

Say it
with a greeting in
THE DIGEST
for
A MERRY CHRISTMAS
and a
HAPPY NEW YEAR
Special \$10 Greeting
This Size

Box-Office Tested!
Nationally advertised,
publicized, exploited!
Re-bookable product
that Has Done--
and Will Do . . .
Well-Over-Average
Business for
Repeat Runs

BOXOFFICE

INSURANCE

These are some that have
"PROVED THE POINT"
During the past 90 days.

GREAT EXPECTATIONS

John Mills, Valerie Hobson, Jean Simmons
Voted by Canadian movie-goers as the best British picture of the year!
(Winner of the Silver Star Award)

GREEN FOR DANGER

Rosamund John, Trevor Howard, Sally Gray, Alastair Sim

STAIRWAY TO HEAVEN ★

David Niven, Raymond Massey, Roger Livesey, Kim Hunter

BLACK NARCISSUS ★

Sabu, Deborah Kerr, Flora Robson

I SEE A DARK STRANGER

Deborah Kerr, Trevor Howard, Raymond Huntley

MAN WITHIN ★ (The Smugglers)

Michael Redgrave, Jean Kent, Felix Aylmer

THE ROYAL WEDDING ★

PLUS

The Silver Star Winners (Voted tops by Canadian Movie-Goers)

James Mason

ODD MAN OUT

UPTURNED GLASS

A PLACE OF ONE'S OWN

Margaret Lockwood

JASSY ★

WHITE UNICORN

BEDELIA

and

THE WICKED LADY with both of these award-winning stars.

* COLOR BY TECHNICOLOR

EAGLE-LION FILMS
OF CANADA LTD.

Vancouver News

By JACK DROY

BAN on further showings of the Artkino Russian film "Diary of a Nazi" has been imposed by British Columbia censors because not only is the movie "cruel and sadistic" but it is "purely Russian propaganda." Reasons for the ban, the first to be imposed on a Russian film in B.C. since 1935, were given by Jack Hughes, chief censor. Hughes wrote the distributors for the film that the picture gives "the greatest comfort and encouragement to the Communistic organizations." The film was on a double bill with another Russian film "City That Stopped Hitler" and played a midnight show Sunday at the State here when the film was seized; the other picture was allowed to finish its 6 day run. "Diary of a Nazi" has previously been shown in Western Canada as a 16 mm. film distributed during the war. Artkino appealed the ban but it still stands.

* * *

A. H. Newman, Film Liaison Representative of the Department of Trade and Industry of the Canadian Government, has spent several days in Vancouver enroute to Hollywood where he will discuss Canadian Motion Picture Production. Newman held a conference with Trans-Canada Films while in Vancouver . . . Bonnie Brooks, formerly at the Vogue Theatre here, who went east to Ontario to manage theatres is back in Vancouver and is now secretary at the National Film Board's British Columbia Branch . . . Eddie Weisberg, United Artists' Vancouver booker, has been promoted to their



LARRY BEARG, Western Division General Manager for Famous Players Canadian Corporation, who is out west at present, attending the F-P regional conferences being held in Winnipeg, Edmonton and Vancouver this month.

Montreal Branch and is succeeded here by Jack Braveman, a newcomer to B.C. show business, who will be office manager under Harry Wolfe. Weisberg came here from Toronto.

* * *

Leo Devaney, Canadian district manager for RKO, spent four days in Vancouver, where he visited Jimmy Davie, manager of the company's B.C. office . . . Theatre men here got a break when Remembrance Day, November 11, and Boxing Day, Monday, December 27, were proclaimed full public holidays in British Columbia . . . The first theatre box office hold-up in some time happened here this week when F-P's Orpheum Theatre was held up. The bandit handed cashier Marjorie Curtis a note reading "Hand me the money or I will shoot". She didn't

see a gun, but handed over \$55. The thug missed about \$100. The last theatre hold-up was also at the Orpheum, Vancouver's largest theatre, but the robber was caught and given two years.

* * *

Hugh Kavanaugh, of the Odeon-Plaza staff, resigned and moved over to Eagle-Lion Film exchange as shipper, succeeding Bill Howell who resigned. The Plaza staff held a party for Kavanaugh at the home of Mary Riddick, Plaza cashier, and gifted him with a cigarette lighter . . . A minor movie mogul with a small moustache and at least three aliases is being sought by Vancouver police who would like to see his show. He borrowed a 16 mm. projector from UBC, rented four films from F.T.S. Ltd., and borrowed four more from the public library the following week. Intends to start a circuit maybe?

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE

"The Man Eater of Kumaon" (UI), with Sabu, Wendell Corey and Joanne Page.

DOWNTOWN

"Return of the Bad Men" (RKO), with Randolph Scott and Anne Jeffreys.

EGLINTON-TIVOLI

"Mourning Becomes Electra" (RKO), with Rosalind Russell and Michael Redgrave.

FAIRLAWN-DANFORTH

"Dear Murderer" (EL), with Eric Portman and Greta Gynl. Also "Triple Threat" (Col.), with Richard Crane and Gloria Henry.

IMPERIAL

"Rope" (WB), Technicolor, with James Stewart, John Dall and Jean Chandler.

LOEW'S

2nd week. "Julia Misbehaves" (MGM), with Greer Garson and Walter Pidgeon.

NORTHOWN-VICTORIA

"Blood and Sand" (Fox), Technicolor, Tyrone Power and Linda Darnell. Also "The Gay Intruders" (Fox), with John Emery and Tamara Geva.

ODEON-TORONTO

3rd week. "The Best Years of Our Lives" (RKO), with Myrna Loy and Fredric March.

SHEA'S

"June Bride" (WB), with Bette Davis and Robert Montgomery.

UPTOWN

"Hills of Home" (MGM), Technicolor, a Lassie picture with Edmund Gwenn and Janet Leigh.

MONTREAL

CAPITOL

"Black Bart" (UI), with Yvonne DeCarlo and Dan Duryea.

IMPERIAL

"Return of the Bad Men" (RKO), with Randolph Scott and Robert Ryan.

LOEW'S

2nd week. "A Date With Judy" (MGM), Technicolor, with Jane Powell, Elizabeth Taylor and Wallace Beery.

PALACE

"Mr. Blandings Builds His Dream House" (SRO), with Cary Grant and Myrna Loy.

PRINCESS

2nd week. "Abbott and Costello Meet Frankenstein" (UI), with Bud Abbott and Lou Costello.

SAINT JOHN

CAPITOL

"T-Men" (Int'l), with Dennis O'Keefe and Mary Meade.

MAYFAIR

"The Macomber Affair" with Gregory Peck and Joan Bennett. Also "Notorious Gentleman" (EL), with Rex Harrison.

PARAMOUNT

"That Lady in Ermine" (Fox), Technicolor, with Betty Grable and Douglas Fairbanks Jr.

STRAND

"The Gallant Legion" (Rep.), with William Elliot and Adrian Booth.

WINNIPEG

CAPITOL

"Easter Parade" (MGM), Technicolor, with Judy Garland and Fred Astaire.

GAIETY

"Big City" (MGM), with George Murphy, Danny Thomas and Margaret O'Brien.

GARRICK

2nd week. "Raw Deal" (Int'l), with Dennis O'Keefe and Claire Trevor.

METROPOLITAN

"The Lady From Shanghai" (Col.), with Rita Hayworth and Orson Welles. Also "Wallflower" (WB), with Robert Hutton and Joyce Reynolds.

ODEON

2nd week. "The Best Years of Our Lives" (RKO), with Myrna Loy and Fredric March.

CALGARY

CAPITOL

"A Foreign Affair" (Para.), with Jean Arthur, Marlene Dietrich and John Lund.

GRAND

"The Best Years of Our Lives" (RKO), with Myrna Loy and Fredric March.

PALACE

"So Evil My Love" (Para.), with Ray Milland and Ann Todd.

VANCOUVER

CAPITOL

"A Date With Judy" (MGM), Technicolor, with Jane Powell and Wallace Beery.

INTERNATIONAL-CINEMA

Held Over. "The Street With No Name" (Fox), with Richard Widmark and Mark Stevens.

ORPHEUM

"Rachel and the Stranger" (RKO), with Loretta Young, William Holden and Robert Mitchum. Also "Embraceable You" (WB), with Dane Clark and Geraldine Brooks.

STRAND

2nd week. "Mr. Blandings Builds His Dream House" (RKO), with Cary Grant and Myrna Loy.

VOGUE

"The Babe Ruth Story" (Mono.), with William Bendix and Claire Trevor.

TRADE HEADLINES

**U.S. Government Okays RKO Divorcement Plan
New Theatre Company May Have 109 Theatres**

**MGM To Distribute Paris Made
"Man on the Eiffel Tower" with Franchot Tone**

**Eagle-Lion (Hollywood) In Black
With \$15,000,000 Gross for Year**

**Radio Goes Big Time on 52-Week Basis
Best Shows To Repeat Transcribed in Summer**

**Recording Ban Definitely Over
Await Justice Dept.'s Okay On Details**

**Newsreel Distribution Speed-Up
Prompted by Video Competition**

**Loew's, Paramount, 20th-Fox, and Warner's
Abandon Decree Talks — Get Set for Trial**

Jack and Albert Warner Buy WB Stock

**Australian Exhibitors Will Fight
Projected 15% British Film Quota**

**Arthur Kelly Says British Theatre Business
Off About 12% From Peak Years**

RKO To Release Canada-Made "Mrs. Mike"

**MPAA Toppers - Johnston, Meet Next Week
Discuss Industry Problems**

**WB Studio at Teddington, England, Closed
After British Producers Pass Up Space**

**Unlikely That Hollywood Communist Hearings
Will Be Resumed This Year**

**TOA Will Test Nationwide
Conciliation Plan for 60 Days**

**Herbert Wilcox, Anna Neagle To U.S.
Discuss Reciprocal Prod.-Distrib. Deal**

R. J. O'Donnell Not Interested in RKO Theatres

Night Blackouts Disastrous For Neighborhood Houses

President H. C. D. Main of the Motion Picture Theatres Association of Ontario, registered a strong protest, particularly in behalf of the neighborhood theatres, against any Hydro blackout in the evening hours which would extend beyond 7.30 o'clock. Admitting the emergency, Main pointed to the dire effect, however, for the small theatres in Toronto which operate only at night cannot afford an auxiliary power plant.

President Main said that a decline of 15 per cent in patronage was sufficient to put the neighborhood theatres into the red — which meant the necessity of closing up until the power crisis is over. But the hydro-electric problem may not be solved for two years. Meanwhile Famous Players and B & F have ordered auxiliary power plants for all their Toronto houses, with delivery promised in two or three weeks.

One ray of sunshine came in the denial that a three-hour nightly blackout in Toronto, suggested by Mayor H. E. McCallum, was being considered.

QUICK TAKES

**E-L (Hollywood) Sets Deal
With Aga Khan's Trust**

Providing for distribution of certain Eagle-Lion (Hollywood) films in six European countries, by a new distribution set-up planned by Gamma Films of Switzerland, the new five-year pact would assure a return of approximately \$2,000,000 a year.

**Paramount's Television
System Available by 1949**

Company will license an outside manufacturer to put its intermediate TV system on the market at an estimated unit cost of from \$30,000 to \$35,000.

**U-I Cuts Shooting Costs
By Drastic Schedule Limit**

In an attempt to save 20 to 25 per cent, all shooting schedules for 1948-49 product have been cut to from 25 to 40 days.

**"Hamlet" Should Gross
2,500,000 U.S. Dollars**

Universal, who are handling the American distribution, expect 1,500 road-show playdates in the next three years.

**\$5,000,000 To Date
For "Mom and Dad"**

The little known sex film has already rolled up five millions and is still going strong. The producers, Hygienic Productions, have realized another three million dollars from the sale of a booklet at \$1 each, to customers. Picture tours with a lecturing doctor and a nurse, and enters houses on percentage or four-wall deals.

**U.A. May Get British
Government Loan**

Money, earmarked for the production of films in England, would be supplied by the Government's National Film Finance Company. Project has Treasury approval, awaits the nod from J. H. Lawrie, NFFC head.

**Hughes Plans Increased
Interest in RKO Studio**

He will use the money from the sale of his stock in the newly created theatre company to expand his present 24% interest in the movie making end of RKO, his chief concern.

« Capital Story »

By WILL McLAUGHLIN

POWER cuts so far have had but little effect on the capital's movie theatres in the business section. Under the zoning system, blackouts for stores, Government buildings and theatres in the Uptown district occur only during the hour between nine and ten a.m. The outlying district zone cuts however are playing havoc with the matinee business in neighborhood theatres. Casey Swedlove, for instance, had to contend with two power cuts during a recent afternoon, which called for some fast explaining to patrons of his Linden Theatre in the East End. Matinee showings of "Hamlet" at the Glebe Theatre are being interrupted for half an hour when the power cuts come at 4.30 with several reels of the cinema classic yet to go.

* * *

But power cuts will be the least of manager Frank Gallop's worries after "Hamlet" winds up its three-week run at the Glebe. Commencing Monday November 15, the Glebe will remain closed until 5.30 p.m. except Saturdays and holidays when regular matinee hours will prevail. Many other neighborhood and suburban theatres could follow the Glebe lead without hurting daily box-office returns. Savings in power bills and manpower should more than offset losses in paid admissions.

ODEON-CHAMPLAIN

Montreal, Nov. 7th, 1948

Miss Ray Lewis,
The Digest,
277 Victoria Street,
Toronto, Ont.

Dear Ray:—

This is in grateful acknowledgement of your telegram and subsequent letter which enclosed a cheque for twenty-five dollars announcing my award for my campaign on "Le Mariage de Ramuntcho".

Thank you for your kind wishes and thank you for the fine organizational work on behalf of all showmen. This Digest contest is a great stimulant for increased effort by everyone in our industry and the honor of winning an award is a prize to be most appreciated when we consider the great number of entrants in this year's contest.

May success continue to crown your efforts in keeping all showmen aware of the importance of wide-awake showmanship in selling their attractions.

With kind regards,

Sincerely,

ART. BAHEN.

The Nola Theatre, Wellington Street W., originally known as the Columbia back in nickelodeon days and operated the past several years by Odeon Theatres, has been definitely closed to the public. One of the earliest movie houses in Ottawa and the first in the West End of the city, it was built and operated by the Maynard family, from which came such well-known show

folk as Bob, of Hamilton, and Paul, of Toronto and Montreal.

* * *

Emerson (Torchy) Coatsworth, public relations representative for the J. Arthur Rank Organization, is leaving here shortly for Windsor, Ont., to start his advance campaign on "Hamlet". "Torchy" remained in Ottawa to assist manager Frank Gallop during the first two weeks of the "Hamlet" engagement at the Glebe (Odeon) Theatre.

Shot At The Quebec Allied Convention, November 3rd



Visitors to the Perkins' Salon were top, left to right: L. M. Bleakley, Vice-Pres., Perkins Electric Company Ltd.; David Berzan, Centre Theatre, Montreal; Donat Paquin, Laurier Theatre, Hull; Raymond Berzan, Royal Theatre, Montreal; Alderman Frank Hanley, who represented Montreal Mayor C. Houde at the convention; John Levette, Columbia Pictures' salesman; and Rudolphe Vallee, Premier Theatre, Sherbrooke. Centre, left to right: J. Arthur Hirsch, President of Quebec Allied and of Consolidated Theatres Ltd.; Alexis Gagnon, President of the Quebec Board of Cinema Censors, and Mr. Bleakley. Bottom: Rene Daoust and Victor Trudeau of the LaSalle Theatre, Ville LaSalle, Quebec; George Ganetakos, President of United Amusements, seen with Mr. Bleakley.